



Empresas familiares: Reto al destino (Spanish Edition)

Jon Martínez

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Más de dos tercios de las empresas en el mundo son de propiedad familiar. Estas empresas aportan más de la mitad del PIB y del empleo en la mayoría de los países. Esto es especialmente cierto en Latinoamérica, donde no sólo la inmensa mayoría de las empresas pequeñas y medianas son familiares, sino que también entre las grandes compañías y grupos económicos predominan las empresas controladas por familias. No obstante la gran importancia de las empresas familiares, su “esperanza de vida” es baja. Sólo entre un 10 y 15% logra ir más allá de la tercera generación y la mayoría fracasa por problemas de sucesión y conflictos familiares. Este pareciera ser el destino de estas empresas. Sin embargo, el autor señala que “ese pequeño porcentaje que sí logra sobrevivir y avanzar saludablemente a través de las generaciones nos ha enseñado el camino. Hemos aprendido de esas empresas y, a través de este libro, queremos transmitir esas lecciones para que muchas más compañías de propiedad y conducción familiar se atrevan a desafiar el destino y ser exitosas en el tiempo”.

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